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JAY L. SMITH
EDITOR AND
PUBLISHER

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FIRST WITH THE FILM NEWS IN CANADA

RAY LEWIS
FOUNDER
1915-1954

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Balaban Sales Drive Begins Aug. 28

By JAY L. SMITH

It was a hot week-end in Toronto, but according to all reports, the weather was no hotter than the box-offices at the key houses. At F-P's flagship, the Imperial, Bob Hope in Paramount's "Seven Little Foys" opened to SRO business on the holiday, and held steady on Saturday. The same was true for 20th-Fox's "Seven Year Itch," starring Marilyn Monroe and Tom Ewell, which made its bow at Shea's. Warner Bros.' release of Howard Hawks' "Land of the Pharaohs" drew favorable notice from the critics, who lately have been rather hard on spectacle films, and attracted goodly crowds to the University and Eglinton.

For Odeon, in their Carlton St. showplace, and in the Fairlawn, the biggest crowds in eight weeks (since "Man Called Peter") jammed in to see 20th-Fox's "Soldier of Fortune," co-starring Clark Gable and Susan Hayward, while at the Hyland, a re-issue double-bill of JARO's "Doctor in the House" and "Genevieve" proved just what the doctor ordered.

At Loew's Downtown, the anticipated premiere of MGM's "Interrupted Melody" was interrupted by the sensational business which MGM's "Love Me Or Leave Me," co-starring Doris Day and Jimmy Cagney, was doing in its third week, and as a result the picture was held over for a fourth week, taking in the holiday week-end. This was unprecedented for Toronto, and says much for the drawing power of this fine picture.

The same situation occurred at Loew's Pptown, where instead of opening a new picture over the Holiday, Loew's management was

(Continued on Page 2)

First Time In 20 Year Tenure That Para's Prexy Name Used

New York: President Barney Balaban of Paramount Pictures has consented for the first time in his 20-year tenure of office to the use of his name in the title of a company sales drive, it was announced by George Weltner, head of world-wide distribution for the company. The Barney Balaban Drive will begin on August 28 and will run 17 weeks, through December 24.

Heading the Barney Balaban Drive as co-captains in the U.S. are Paramount home office executives E. K. (Ted) O'Shea, Hugh Owen and Jerry Pickman.

(See BALABAN Page 3)

British Columbia D-I Theas. Sued By CAPAC

Vancouver: In an action for infringement of copyright, CAPAC (Composers, Authors and Publishers Association of Canada) has been awarded judgement in the Exchequer Court, against Hillcrest

(See CAPAC Page 2)

25-Week Sales Drive To Honor UA's Vice Pres. Max Youngstein

Toronto: Max Youngstein, vice president of United Artists, will be honored with a sales and collections drive, announced Charles Chaplin, Canadian general manager for United Artists. Mr. Chaplin stated that this is the first time in the long career of Mr. Youngstein in the motion picture business, that a drive has been named after him.

The Youngstein Drive will run for 25 weeks, starting July 10th and ending December 31, 1955,

(See YOUNGSTEIN Page 2)

Rosen & Bernstein At Allied Artists Meeting

Toronto: Doug Rosen, general manager and Jack Bernstein, general sales manager of Allied Artists

(See ROSEN Page 5)

BARNEY BALABAN

MAX YOUNGSTEIN

TODD TO CANADA

H. Masters, WB Canadian Gen. Mgr., announces that Richard Todd will make a personal appearance at University and Eglinton Theatres, Toronto, July 21, for Canadian Premiere of "Dam Busters" and at Capitol, Montreal, July 22; Regent, Ottawa, July 23. Todd will fly in from England for the occassion.

Larry Graburn With Disney Productions

Toronto: Larry Graburn, one-time Odeon director of advertising flew into Toronto for a one-day visit and a reunion with newspaper and trade press reps last Monday. Now employed by Walt Disney Productions as Advertising Manager under Card Walker, Disney's director of advertising and publicity, Larry was on his way for a week's session in Disney's New

(See GRABURN Page 4)

No Film "Buckling" With MGM's Device

Hollywood: Development of a technical advancement to overcome what has been considered one of the exhibitor's greatest projection problems, has been accom-

(See "BUCKLING" Page 5)

George Koppelman To Maritimes For JARO

Toronto: Frank Vaughan, General Sales Manager for JARO announced that George Koppelman has been appointed as acting Saint John branch manager. Mr. Koppel-

(See KOPLEMAN Page 2)

PIONEERS ANNUAL GOLF TOURNAMENT, ST. ANDREW'S GOLF CLUB, SEPT. 15

On the Beam

(Continued from Page 1)

forced by the continuous high gross to hold over MGM's "Blackboard Jungle," starring Glenn Ford, making this its 5th week in Toronto, 2 weeks originally at Loew's Downtown and 3 weeks for the moveover at the Uptown.

Another outstanding grosser was UA's "Marty," which broke the house record in its first week at the Towne Cinema, and continued into its second week with smash business.

At this writing, reports from across the country on the Holiday week-end business are meagre, although I am told the West was good, but the East was poor. However, this week-end did demonstrate very conclusively that although the public may have lost some of its movie-going habit, they still will turn out in record numbers when the pictures are there that they want to see. With all the studios showing strong on top-flight product for Summer release, perhaps we can look forward to an end to the downward flight of grosses, and head back up the long, long trail to renewed prosperity. Let's all hope so.

KOPPELMAN

(Continued from Page 1)

man was appointed as a result of the death two weeks ago of Graydon Matthews.

During Mr. Matthews illness and just prior to his death, Ed Weisberg was sent from the Toronto office to carry on the work of the branch. He spent a total of 6 weeks and is now back in Toronto.

Koppelman, whose father was a veteran of our business over in Europe came to this country via a concentration camp, to England and then to Canada. In 1942 he became a booker for Empire-Universal in Montreal, became a salesman in 1947 for IFD and came to JARO in 1949 as sales representative for Montreal and Toronto. He has held this position up to his new appointment.

"Tender Hearts"

Hollywood: Universal - International has completed negotiations with Hugo Haas for the acquisition and release of his "Tender Hearts."

Haas wrote, produced, directed and starred in the picture which has been acclaimed by critics as a deeply moving drama about an ex-actor, turned beggar, and his trained dog.

YOUNGSTEIN

(Continued from Page 1)

broken down in three laps of six weeks each and a final period of seven weeks. In addition to the tremendous backlog and volume of product currently in distribution, plus twenty new releases during the drive period, Charles Chaplin expects to shatter every past record of boxoffice grosses and UA take in Canada.

UA will release 26 films from June through to next December. Of the 25 films on the release schedule, which will be released at the rate of approximately four a month, Chaplin lists eight as top drawing attractions. These are Ilya Lopert's "Summertime," Hecht-Lancaster's "Marty" and "The Kentuckian," Stanley Kramers "Not As A Stranger," Paul Gregory's "Night Of The Hunter," Robert Bassler's "Gentlemen Marry Brunettes," Samuel Goldwyn Jr.'s "The Troubleshooter" and Robert Rossen's "Alexander The Great."

In addition to the 26 pictures, UA have now in the finished state such productions as "the Big Knife," "Desert Sands," "Naked Street" and "Killer's Kiss."

The in-production schedule takes in 17 features which will be either shooting or completed by September. They are: "Trapeze" starring Burt Lancaster, Gina Lolobrigida and Tony Curtiss; "Foreign Intrigue" starring Robert Mitchum; "The Ambassador's Daughter;" "Patterns;" Wedding Breakfast;" "Man With The Golden Arm;" "The Big Caper;" "The Beast of Hollow Mountain" starring Guy Madison; "A Kiss Before Dying;" "The Indian Fighter" starring Kirk Douglas; "God Is In My Corner;" "Lincoln McKeever;" "News Is Made At Night;" "Run For The Sun;" "The Sharkfighters;" "Three Bad Sisters" and "Top Gun."

Cooper Heads ASN's Public Relations Dept.

Toronto: Associated Screen News announced the appointment of Kenneth V. Cooper as Director of Public Relations & Advertising, effective July 1st.

Jack Chisholm, who has held this post, relinquishes same to concentrate his efforts on the dual responsibilities of heading Associated's Ontario Sales Department and Toronto Production Unit. In addition, Cooper will assume the management of Associated's theatre trailer sales division, which is slated for extensive build-up as part of the Company's overall expansion program.

CAPAC

(Continued from Page 1)

Pictures Limited and A. J. Dainard, manager of the theatre which is located at Cloverdale, near Vancouver B.C. The judgement also restrains the defendants from performing copyright musical selections, which CAPAC is empowered to license, and contempt of court proceedings are said to be under way, at present, since it is claimed that the theatre is failing to observe the injunction order.

A second infringment of copyright action has been taken by CAPAC against Paramount Drive-In Theatres and, Frank Walsh, manager of the New Westminster Theatre. The Exchequer Court has granted an interlocutory injunction restraining the defendants from performing any of the copyright musical selections licensed by CAPAC.

According to Mr. C. R. Matheson, Licensing Manager of CAPAC, the operators of several other drive-in theatres, who have ignored all letters requesting payment of the CAPAC license fee for 1955, will face charges of infringement of copyright, in the near future.

Film Studio In Work For Calgary, Alta.

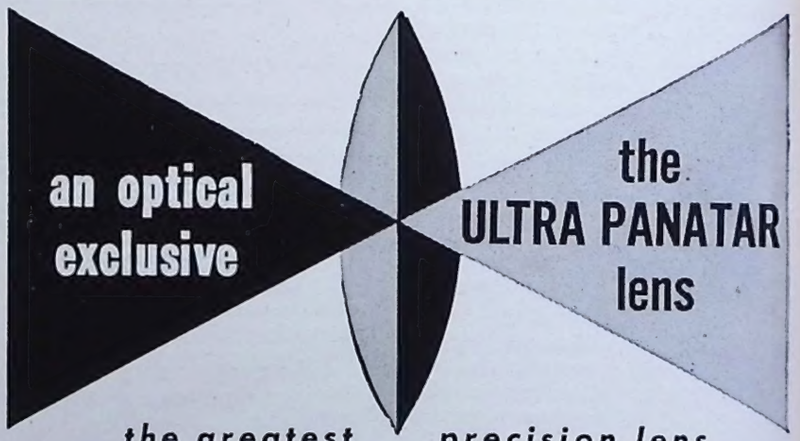
Calgary: Establishment of the first modern studio, filming and processing service in Western Canada is announced by A. Bruce McLean, Canadian business and construction figure. New outfit, which will be known as Master Film Studios Ltd., will be headquartered at 512 Seventh St. W.

Larry Mitanski will head the production and technical staff. Master will begin operation within six to eight weeks, following completion of studio construction facilities now underway at an expenditure of $125,000.

Master will be equipped and staffed to produce a complete range of industrial, advertising, TV and feature film.

Jack Arthur Signs With CBC For 1955

Toronto: Jack Arthur, the Canadian Picture Pioneer of the Year in 1954, has been signed by the Canadian Broadcasting Corp. for the presentation of his weekly program, "Mr. Showbusiness", on the television network next season, it is announced by the CBC.



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BALABAN

(Continued from Page 1)

In announcing the drive, Weltner declared: "During the 20 years since he assumed the presidency of the company, Balaban has led us each year to greater and greater heights, until today Paramount proudly stands at the summit of our industry as the acknowledged leader. I know that exhibitors and theatre owners in every part of the country will join with every Paramount employee in this opportunity to express to Balaban the respect, admiration and affection which the entire motion picture industry feels for him and for Paramount."

Attractions which will be in release during the initial period of the Barney Balaban Drive will include: "The Seven Little Foys," "We're No Angels," "You're Never Too Young," "To Catch A Thief," "The Girl Rush," "Ulysses," "Lucy Gallant," and "The Trouble With Harry."

Sinatra In "Carousel" Planned By 20th-Fox

New York: "Carousel," the Richard Rodgers-Oscar Hammerstein 2nd musical stage success, will be brought to the screen by Twentieth Century-Fox.

It was learned that Frank Sinatra has been set to co-star as Billy Bigelow, the carnival barker who commits suicide after an abortive hold-up and returns to life to perform his one good deed. Mr. Sinatra made a record some years ago of the soliloquy from "Carousel."

It also was established that Henry King will direct the film this summer from a screen play by Henry and Phoebe Ephron and that Mr. Ephron will be the producer.

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Across the Country

Toronto and District

G. Spratley, formerly assistant at the Hyland Theatre, Toronto, has been promoted to manager of the Odeon Theatre, Guelph. Paul Hanner, formerly of the Christie Theatre, Toronto, had previously been in charge of the Guelph unit.

• • •

Manager Ralph Tiede of the Park Theatre, London, experienced a real surprise when, during the engagement of "New Faces," a man who came into the theatre proved to be Ronald Graham, one of the actors in the picture. He was on his way from Buffalo to Flint, Mich., for a night-club appearance when he spotted the marquee sign and halted his car.

• • •

Hamilton had a new theatre combination for the week's engagement of "Son of Sinbad," commencing June 27, with simultaneous runs at the Downtown, Cinema and Avalon. The Downtown is a Famous Players' unit, which was rebuilt last year, the Cinema is under the banner of 20th Century Theatres and the Avalon has long been operated by H. W. Braden's United Amusement Theatres.

Ottawa

Jimmie Chalmers, manager of the Odeon Theatre, is leaving shortly with Mrs. Chalmers and their teen-aged son and daughter for a two-week's visit to the Chalmer family's Summer home on the shores of Lake Simcoe.

• • •

Ray Tubman, manager of the Capitol Theatre and district supervisor for Famous Players, has taken up residence for the Summer months with Mrs. Tubman at their cottage on the shore of the Ottawa River near the town of Aylmer, Que.

• • •

Letters to the Editor of a local newspaper accuse theatre managers of permitting children to run wild during matinee performances. Don Watts, president of the Ottawa Theatre Managers Association, feels that the whole thing has been greatly exaggerated, and is preparing a letter to that effect for publication on behalf of his organization.

Maritimes

Mr. Peter Myers, General Manager of Twentieth Century-Fox Corporation Ltd., is spending several days in Saint John.

• • •

Mr. and Mrs. Howard H. Hamilton of Hollywood, California, are visiting in Dalhousie, N.B. Mr. Hamilton who is a professional photographer for Metro-Goldwyn-Mayer Studios in Hollywood, California, is now making a Coast-to-Coast trip on their behalf taking pictures of all of Canada's parks.

• • •

The members of the Film Bowling League are anticipating a trip on the scenic Saint John River and picnic on July 9th in a motor launch owned by Jimmy Coles' father—the boat is even equipped with television. The Bowling League has been very active this past year under the leadership of Miss Kay Ryan of the International Films office and Mr. Maurice Scully of the RKO Distributing Corporation.

Winnipeg

Phil Geller, 20th Century Fox local branch manager, returned recently from a Sales Meeting held in New York.

• • •

W. Barabash, formerly an exhibitor in Roblin, Man., takes over the Bierwirth Theatres in Swan River, Man., on July 1st. Mr. Barabash was in the City making arrangements re product, etc.

• • •

Visitors to Film Row included W. Gladys, Arborg, Man., and Mike Zich, Esterhazy, Sask. Mort Greenberg, of the United Artists office, his

(Continued on Page 4)

Mgr., Villeray Theatre Wins Foto-Nite Award

Montreal: Mr. Ronald Gaboury, Manager of the Villeray Theatre in Montreal, one of the twelve theatres presenting Foto-Nite in Montreal, won the June Foto-Nite Award.

Mr. Gaboury arranged a special front page break in his local newspapers announcing a quiz contest in conjunction with the film "Oh, Quel Mercredi" and also the fact that Foto-Nite is operated on a Wednesday night.

In addition to the quiz contest, for four days in advance of the opening of the film, horoscope sheets were distributed using the wording "Oh, What a Wednesday — if your name is chosen Wednesday night for the big Foto-Nite cash offer".

Photographs taken of people as they passed by the theatre were attached to a special "Oh, Quel Mercredi" display outside the theatre. Any photograph included in the group display being a photograph of person selected and eligible for Foto-Nite on Wednesday, June 1st, received an additional $100.00 in cash. This display attracted top interest and obtained a large number of new Foto-Nite registrations plus effective publicity for the film.

For street advertising Mr. Gaboury arranged for a man disguised as a prospector pulling a prospector's mule. Same was loaded with old bags, pail, shovel, pick, etc., and on the side of the mule were two big signs with the wording "Wednesday night at the Villeray Theatre I surely will strike my gold mine if my name is selected for Foto-Nite." The stunt caused a lot of comment.

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Disney Presents Movies-In-Round

Hollywood: The latest step in audience participation in a motion picture — literally a movie in the round — was demonstrated at the Walt Disney Studio. In Circarama, as the development is called, the audience is surrounded completely by a screen on which a continuous image is focused. Thus engulfed, the spectator is overwhelmed and involuntarily experiences the sensations of moving with the picture.

This first application of sound picture projection on a 360-degree screen will be a free attraction in the American Motors Corporation exhibition in the Tomorrowland area of the Disneyland Amusement Park, which opens next month in Anaheim, a town about twenty-three miles south of Los Angeles.

Although Circarama is not planned for theatre use at present, Mr. Disney, for one, does not rule out its potential adaption to a highly specialized form of dramatic motion picture presentation.

The Circarama screen, 8 feet high and 40 feet in diameter, is divided into eleven panels. The panels are intersticed just enough to permit the light beam from eleven projectors, which rim the back of the screen, to throw images on the screen.

In filming, eleven cameras, also interlocked, are placed in a complete circle to register continuous impression of a scene as one would see it by turning completely around.

GRABURN

(Continued from Page 1)

York office.

Graburn's main concern in his job with the Disney organization is the development of trailers, posters and newspaper ad campaigns. Just finished with the material on "Lady and the Tramp," which according to all reports is Disney's best cartoon to date and his first in CinemaScope, Graburn is now busily engaged in preparation of materials for the True Life Adventure film "African Lion."

When asked by the Digest as to whether his Canadian experience, one that stretches for over 20 years in our business, was helpful, Graburn replied: "my theatrical experience, both in managing actual theatres and my job as Director of Advertising for Odeon in Canada, has been invaluable. I have an appreciation of exhibitor's problems and therefore can act on their behalf in the setting up of the advertising campaigns I am involved in."

Graburn had high praise for the genius of Walt Disney and the group of experts he has surrounded himself with, and made pointed reference to the trend Disney initiated with his "Disneyland" TV show. In Mr. Graburn's words, "Disney's TV show has awakened new interest in movies, his shows not only entertain but also sell Disney's current theatrical releases. Disney has turned TV viewers into a mass audience for his film trailers."

Across the Country

(Continued from Page 3)

wife, and Bert Segal of the JARO office motored to Minneapolis to be guests at the Fainblit-Kroman wedding June 25th.

• • •

The Motion Picture Industry Picnic will be held Sunday, July 24th, at Maple Grove Beach, St. Vital. Buses providing free transportation will leave at regular intervals from the Grand Theatre between 10 a.m. and 11 a.m. A bathing Beauty Contest is scheduled, as well as baseball, and races. A five piece orchestra will provide music for dancing in the evening. Free pop, ice-cream, milk and candy will be provided for the children.

Vancouver

• • •

Ivan Ackery of the Orpheum is benefitting from moppet support on "Davy Crockett" with plenty of special tie-ins. Orpheum is showing to over 4,000 kiddies daily.

• • •

Established drive-in operators who plan to expand as well as prospective ozone builders are faced with mounting real estate costs with shopping centers competing for acreage. According to many outdoor theatre owners in British Columbia and Alberta, exhibitors seeking new locations also are finding themselves bidding against home builders, which means that many drive-ins are being forced farther away from the city and suburban areas.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
Seven Little Foys (Para) VistaVision & Tech. with Bob Hope.

SHEA'S
Seven Year Itch (20th-Fox) C'Scope & Color with Marilyn Monroe.

LOEW'S
4th wk. Love Me Or Leave Me (MGM) C'Scope Color with Doris Day.

UPTOWN
5th wk. Blackboard Jungle (MGM) with Glenn Ford.

UNIVERSITY & EGLINTON
Land of the Pharaohs (WB) C'Scope & WarnerColor with Jack Hawkins.

ODEON & FAIRLAWN
Soldier of Fortune (20th-Fox) C'Scope & Color with Clark Gable.

TOWNE
2nd wk. Marty (UA) with Ernest Borgnine.

MONTREAL

CAPITOL
That Lady (20th-Fox) C'Scope & Color with Olivia de Haviland.

LOEW'S
2nd wk. The Prodigal (MGM) C'Scope & Color with Lana Turner.

PALACE
Barefoot Contessa (UA) Tech. with Ava Gardner.

PRINCESS
Davy Crockett (E-U) Tech. with Fess Parker.

WINNIPEG

CAPITOL
Strategic Air Command (Para.) VistaVision & Tech. with James Stewart.

MET
The Prodigal (MGM) C'Scope & Color with Lana Turner.

ODEON
Marty (UA) with Enest Borgnine.

GARRICK
Soldier of Fortune (20th-Fox) C'Scope & Color with Clark Gable.

CALGARY

CAPITOL
Seven Year Itch (20th-Fox) C'Scope & Color with Marilyn Monroe.

PALACE
Strategic Air Command (Para.) VistaVision & Tech. With James Stewart.

UPTOWN
Marty (UA) with Ernest Borgnine.

GRAND
Soldier of Fortune (20th-Fox) C'Scope & Color with Clark Gable.

VANCOUVER

VOGUE
Marty (UA) with Ernest Borgnine.

ORPHEUM
The Sea Chase (WB) C'Scope & WarnerColor with John Wayne.

CAPITOL
Seven Year Itch (20th-Fox) C'Scope & Color with Marilyn Monroe.

SAINT JOHN

PARAMOUNT
Strategic Air Command (Para.) VistaVision & Tech. with James Stewart.

CAPITOL
Moonfleet (MGM) C'Scope & Color with Stewart Granger.

STRAND
Held over. Marty (UA) with Ernest Borgnine.

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SAINT JOHN MONTREAL WINNIPEG VANCOUVER

Chatter... That Could Matter!

By MAX CHIC

George Altman, that one-man fund raiser for **Variety Village,** attended a picnic of the **Bus & Truck Assoc.** and outlined the work of **Tent 28** . . . a raffle following his talk netted an additional $50 to **Variety Village . . . Sol Allen,** on the sick list, temporarily, with all his friends pulling for a fast recovery.

The current heat wave in Toronto ensured a "hot time" for all at the joint **Odeon** and **JARO** annual golf tournament last Wednesday . . . **Sam Glasier** and **Len Bishop** screened **Fox's** "Seven Year Itch" last week for the working press and quenched throats made dry from laughter . . . **Marilyn Monroe** and champagne!

Plans afoot to promote what sounds like an eventual top money-raising annual event with the co-operation of the Toronto daily papers in aid of **Variety Village** . . . **Jerry Cass** seen at **Fox's** Toronto branch office, with a smile almost as big as his father's on his return to Toronto . . . **Jerry** has been representing **Fox** down in the Maritimes for a number of years.

Win Barron was interviewed on the **CBC** network on his 10th anniversary with **Paramount Newsreel . . . Odeon,** Toronto will have a 40-foot model of a destroyer placed on its marquee when **JARO's** "Above Us The Waves" is shown . . . the **Canadian Navy** has also arranged for a portable swimming pool, 7 feet deep to be placed in the lobby, with a crew of frogmen to demonstrate their prowess two weeks in advance of the opening and during the run of the picture . . . brother if they would only start this week, the number of recruits for the **Navy's** frogmen would sure show a jump.

An interesting experiment in a number of Toronto theatres under the watchful eyes of **Harry Sullivan** is taking place . . . the experiment . . . the sale of records, but more of this next week . . . **TV** sales in Canada for the first three months of '55 jumped by more than 50,000 over the same period in '54 . . . congrats to **Arthur Silverstone** and wife . . . their daughter **Sandra** was married to **Robert Stern** in New York, a few weeks back.

Two B.C. Drive-ins are shuttered . . . the **Ridge** at Haney and the **North Star** at Langley.

"BUCKLING"

(Continued from Page 1)

plished by MGM technical research, according to announcement by E. J. Mannix, studio general manager.

"Buckling" of film, creating erratic focus changes and some times breaking of film, can now be eliminated, it was stated, through the inventiveness of Merle Chamberlin, MGM studio projection head.

This problem, caused by the drying out of film under the heat of projection lamps, has been increased, it was said, because of the added amperage required for wide screen exhibtion, especially in drive-in theatres.

Chamberlin's development is an automatic vaporizer, added to the film rewind cabinet, maintaining the uniform moisture required for trouble-free projection. It has been equipped experimentally in a number of theatres with successful results.

Theatre's Boxoffice Smashed By Truck

Edmonton: Mrs. P. E. Crozier, a relief cashier at the Roxy theatre in Edmonton, suffered minor cuts to the head and lip recently when the hydraulic brakes of a heavy truck failed and the machine crashed through a wall of the theatre. The truck left a gaping hole, 10 feet wide and eight feet high, and smashed the ticket booth. Mrs. Crozier was in the booth at the time.

The accident occurred about half an hour after theatre-goers had lined up for the evening performance. Several people ran out of the theatre when the crash occurred but most of the audience continued to watch the movie after being calmed by ushers and other theatre personnel.

Damage was estimated at $1,000. Manager of the theatre is Claude Owen.

ROSEN

(Continued from Page 1)

Pictures of Canada, Ltd., attended a two-day Allied Artists sales meeting in New York. The meeting of top Allied Artists sales executives was called by Morey R. Goldstein, its vice-president and general sales manager to discuss policies on four upcoming releases.

The films under discussion were two CinemaScope productions, "Wichita," and "The Warriors," and "The Body Snatchers and "The Phenix City Story."

Changed Format For Canadian Film Awards

Ottawa: Changes in arrangements for the eighth annual Canadian Film Awards may develop before the competition opens for another year, according to present indications. Some disappointment has been expressed because no public presentation of award certificates was made to the winners this year while an announced theatre screening of the 1954 films at Ottawa fell through.

The situation is expected to come up at the 19th annual meeting on Sept. 19 at Montreal of the Canadian Film Institute, one of the sponsors of the contest. The subject aroused considerable discussion at a recent meeting of film enthusiasts in Ottawa.

Dave Griesdorf (right) presents winner Wannie Tyers his prize for placing first in the Odeon Showmanship Contest in Showmanship.

ODEON SHOWMANSHIP LUNCHEON. Head table at the luncheon for prize winners in Odeon Theatre's Better Management Contest were Chris Holmes; Frank Fisher; Frank Haylett, Humber Theatre; Chris Salmon; Frank Lawson, Danforth theatre; L. W. Brockhington; Wannie Tyers; Dave Griesdorf; Bill Britt, Roxy, Newmarket.

PROMOTION

In the series of patronage-building stunts at four Toronto drive-ins, the Northeast, Northwest, Scarborough and "400", many ideas have been used which have aroused special interest. One of the latest offers was to give free admission to all Chevrolet cars and their drivers. No objection was raised by General Motors of Canada.

$ $ $

The Breezes Drive-In at Brantford, operated by Allan Gazer, is conducting a draw for an automobile for which free entry forms are available to patrons at all performances. An intermediate draw for other prizes is also being held every Wednesday night in co-operation with business firms.

$ $ $

The Mountain Theatre, Hamilton, celebrated its sixth anniversary recently with an all-color double-bill on its new CinemaScope screen, plus a number of added treats including roses for the ladies, cigars for male patrons and a soft drink for everybody.

$ $ $

The Odeon Theatre at London is participating in the centennial celebration of Western Ontario by a stage presentation of "100 Years of Fashions" June 30 to July 2 in conjunction with the engagement of "Strange Lady in Town" on the screen.

The Meg Daniels Models of London are appearing nightly in a parade of costumes worn by the ladies at successive stages during the 100 years, for which music was provided by Reg Hammersley at the organ.

$ $ $

The usually retiring Jimmie Chalmers, manager of the Odeon Theatre, was caught with his Tuxedo on when Frankie Laine appeared at the Odeon. Frankie presided at the lobby sale of his autographed records for charity, made a personal contribution to the fund and insisted on Manager Chalmers posing with him for the photographers. The picture was published in all the local gazettes for some excellent publicity.

$ $ $

The Esquire Theatre, Brantford, conducted an intriguing contest, free to all, for the engagement of "The Looters" in a tie-in with Weston Credit Jewelers. A "Looters' Box" was placed in the window of the store and passers-by were invited to guess the value.

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